



USDA Weekly Retail Turkey Feature Activity

Fri. Feb 24, 2006

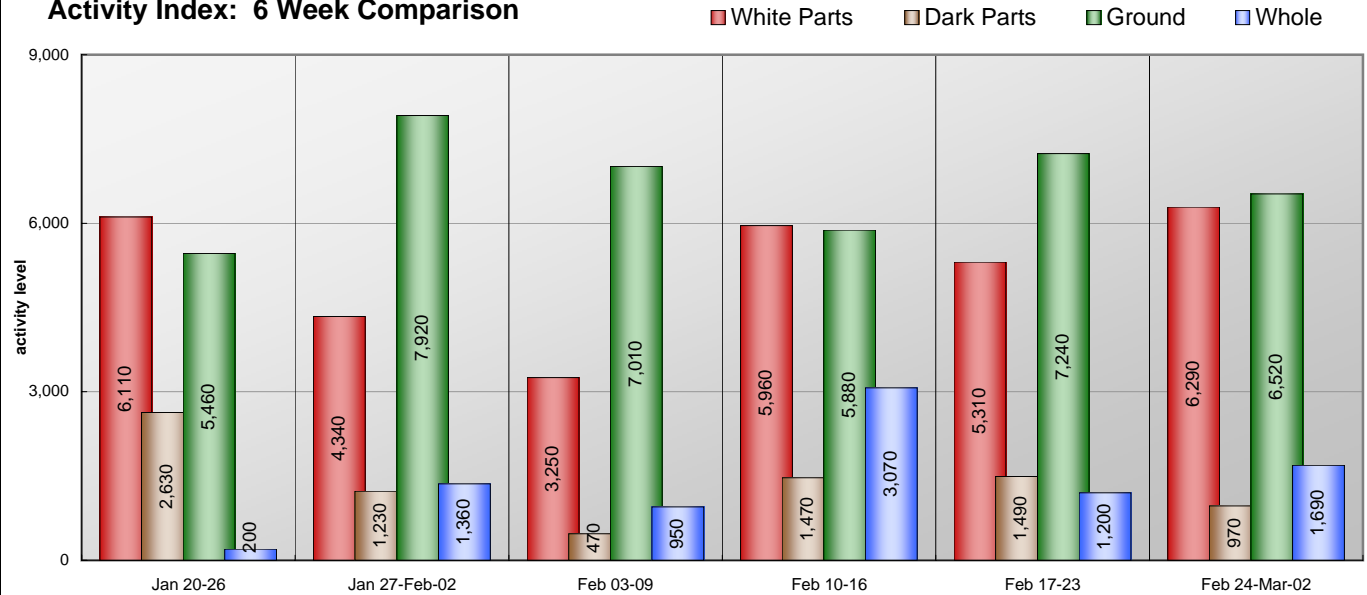
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/24 thru 03/02.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	48.3% of 17,000 outlets		53.9% of 17,000 outlets	
Special Rate 4/	3.8%		16.7%	
Activity Index 2/	15,470		15,240	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	130	1.01	590	1.18
" - Toms			190	1.33
Frozen - Hens	780	0.91	210	0.89
" - Toms	780	0.91	210	0.89
PARTS:				
Breast:				
Bone-in, whole				
Fresh	120	2.25	210	2.00
Frozen	420	1.77	300	1.30
Hotel Style				
Fresh	160	1.59	50	0.99
Frozen				
Split, bone-in				
Fresh				
Rotisserie	2,280	6.95	1,530	6.62
Boneless, whole				
	260	3.60	40	3.19
Cutlets	1,400	4.00	1,290	4.11
Strips	660	4.01	850	4.24
Tenders	990	3.85	1,040	3.85
Drumsticks				
	370	1.13	330	1.36
Thighs				
	160	1.44	270	1.77
Wings				
	190	1.26	430	1.27
Necks				
	40	1.49	140	0.99
Smoked Drumsticks				
	30	1.55	180	1.35
Smoked Wings				
	70	1.28	140	1.39
Smoked Necks				
	110	1.99		
GROUND TURKEY:				
Patties	890	2.57	970	2.61
Sausage	670	2.51	2,080	2.42
85% lean	1,120	1.71	780	1.44
93% lean	2,700	2.28	1,530	2.39
Breast	1,140	3.75	1,880	3.86

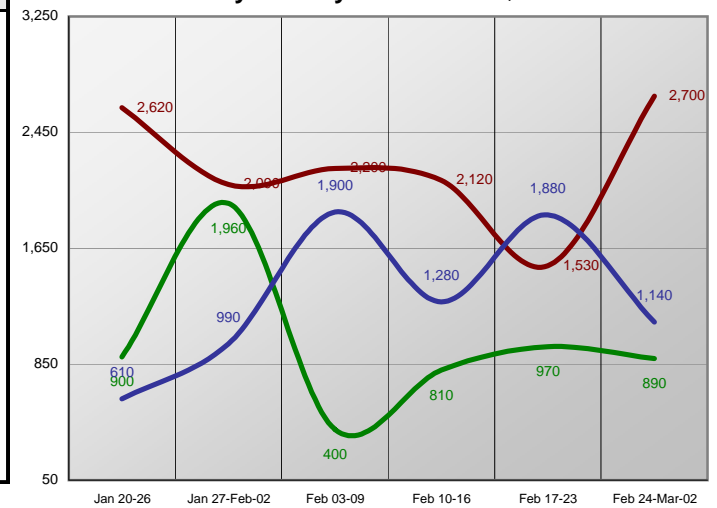
Activity Index: 6 Week Comparison



Turkey Featuring - 02/24 thru 03/02

While feature activity for turkey items at retail outlets is about steady with last week, the number of stores running no price specials is down significantly. Featuring of frozen whole birds is more active than last week at about steady price levels but most ads were posted early in the ad cycle. Breast cuts continue to enjoy active featuring lead by rotisserie breasts at higher average feature prices and by breast cutlets at slightly lower price levels. Ground turkey feature activity is down slightly from last week on lower average price levels. An increase in average ad prices for 85% lean and sausage items is being offset by a drop in prices and an increase in activity for 93% lean and ground breast meat.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	47.5% of 7,900 sampled outlets 4.3% of stores w/ no-price promotions Activity Index = 7,980			35.9% of 5,200 sampled outlets 3.6% of stores w/ no-price promotions Activity Index = 4,060			66.5% of 3,900 sampled outlets 3.0% of stores w/ no-price promotions Activity Index = 3,430		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99	110	0.99				1.09	20	1.09
" - Toms									
Frozen - Hens	0.89 - 0.99	710	0.91	0.69 - 0.99	70	0.89			
" - Toms	0.89 - 0.99	710	0.91	0.69 - 0.99	70	0.89			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.88 - 2.29	120	2.25	1.39 - 1.99	390	1.77	1.69	30	1.69
Frozen									
Hotel Style									
Fresh	1.59	160	1.59						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	2.99 - 7.99	1,230	6.55	3.99 - 7.99	290	5.89	7.99 - 8.99	760	8.01
Boneless, whole	3.99	20	3.99	3.56	230	3.56	3.69	10	3.69
Cutlets	3.99	750	3.99	3.56 - 4.54	530	4.02	3.99	120	3.99
Strips				3.56 - 4.54	450	4.02	3.99	210	3.99
Tenders	3.69 - 3.99	290	3.88	3.56 - 3.99	490	3.78	3.99	210	3.99
Drumsticks	0.99 - 1.59	300	1.12	0.99 - 1.48	70	1.14			
Thighs	1.49 - 1.89	90	1.66	0.99 - 1.68	70	1.15			
Wings	1.19 - 1.59	140	1.35	0.99	50	0.99			
Necks	1.49	40	1.49						
Smoked Drumsticks	1.59	20	1.59	1.48	10	1.48			
Smoked Wings	1.19 - 1.59	70	1.28						
Smoked Necks	1.99	110	1.99						
GROUND TURKEY:									
Patties	1.99 - 2.99	510	2.65	2.26 - 2.84	120	2.40	2.50 - 2.59	260	2.50
Sausage	2.39 - 2.69	240	2.46	2.08 - 3.00	380	2.52	2.49 - 2.87	50	2.64
85% lean	1.53 - 1.79	390	1.68	0.99 - 1.83	140	1.64	1.10 - 1.83	590	1.75
93% lean	1.98 - 2.59	1,300	2.21	1.49 - 2.62	580	2.27	1.59 - 2.99	820	2.40
Breast	2.99 - 3.99	670	3.63	3.49 - 3.99	120	3.72	3.99	350	3.99

Note: See page 1 for explanatory notes.